

Pre-profiling sample conversation

Hi, this is (your name)! I'm a friend of (hostess) and I understand you are joining us at her Mary Kay Skin Care Class on (date and time).

Introduce yourself and confirm party date

I'll be conducting the Skin Care Class she's hosting next week, so I first just wanted to say thanks for coming to support her! Do you have a few minutes? I would like to ask you a few questions about your skin so I can make sure I'm prepared for your facial.

Explain why you're calling

1. Tell me about your skin type. Are you dry, oily, normal, combination?
2. Have you tried Mary Kay® products recently or has it been a while?
3. What do you currently use for skin care?
4. If I could help you with one concern or something you are experiencing with your skin, what would that be?
5. Do you already have an Independent Beauty Consultant?

Ask questions about her skin and about previous Mary Kay experience

I am excited to meet you! Thank you for your time, and I'm looking forward to seeing you on (date). We'll begin promptly at (time) and I'll have a special place set up just for you with the products that best complement your skin!

Thank her and reinforce main topics of conversation